

Abstract

1. Title

Who is Influential? The Role of Social Networks in the Implementation of Measurement-Based Care for Depression

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3. Abstract Text:

a) **Background:**

Social influence appears critical in the diffusion of innovations (Rogers, 2003); however, few studies have applied social network analysis (SNA) to understand implementation of evidence-based practices (EBPs). In the context of a large dynamic cluster randomized trial comparing standardized to tailored implementation of measurement-based care (MBC) for depression, this study applies SNA to: (a) characterize and map advice, professional, and personal networks among clinical staff and (b) assess the convergent validity of a sociometric survey as a measure to identify opinion leaders.

b) **Methods:**

Fifty-eight clinical staff members from the United States' largest not-for-profit behavioral health service provider were recruited across six sites. Participants completed a 3-item sociometric questionnaire paired with a roster of colleagues to identify advice, professional, and personal relations between clinic personnel. In-degree centrality was used to identify individuals perceived by others as opinion leaders. A 6-item self-identification Opinion Leadership Scale (OLS) was used as a subjective measure of influence.

c) **Results:**

Preliminary results of two sites indicated that the professional networks had the highest densities (site one, $M=0.53$, $SD= 0.5$; site two, $M=0.36$, $SD= 0.48$). Pearson's correlation revealed moderate evidence of convergent validity between the sociometric survey and the OLS $r(58)= 0.402$, $p< 0.01$ across the six sites. **Conclusions:** Examining clinical staff networks revealed that the professional networks should be targeted to promote implementation efforts. The positively moderate correlation between the sociometric survey and OLS suggests that these measures of influence may be combined to target different constructs of influence.